

**MINUTES OF THE SPECIAL WORK SESSION
OF THE EDINA CITY COUNCIL
HELD AT EDINA SENIOR CENTER
APRIL 5, 2003
8:00 A.M.**

ROLLCALL Answering rollcall were Members Housh, Hovland, Masica, Kelly and Mayor Maetzold. Also attending the workshop were City Manager Hughes, Assistant City Manager Anderson, Assistant to City Manager Smith, Building Official Kirchman, City Assessor Petersburg City Clerk Mangen, Communications Director Wilkinson, Engineer Houle, Finance Director Wallin, Fire Chief Scheer, Park Director Keprios, Planner Larsen, Police Chief Siitari, and Sanitarian Velde.

Mayor Maetzold explained the reason for the work session was to review and assess how the City of Edina had progressed since it had originally adopted the Vision 20/20 in 1999. He turned the work session over to Rusty Fifield of Hoisington Koegler who was the facilitator.

Mr. Fifield explained the agenda for the session would include:

- Brief overview of Vision 20/20 and mission
- Review of Accomplishments
- Forces of Change
- Review of Issues

Vision 20/20

Edina will be the preeminent place for living, learning, raising families and doing business distinguished by;

- A Livable Environment
- Effective and Valued City Services
- A Sound Public Infrastructure
- A Balance of Land Uses
- Innovation

Edina's mission is to...

- Provide effective and valued public services
- Maintain a sound public infrastructure
- Office premier public facilities
- Guide the development and redevelopment of lands, all in a manner, which sustains and improves the uncommonly high quality of life enjoyed by our residents and businesses

Mr. Fifield had the participants respond to the following questions as reported below:

What are the five (5) most important accomplishments of city government in Edina since 2000?		
	<u>Response</u>	<u>No.</u>
Communications including web site and technology improvements		9
Anticipation of current economic crisis		
Connect with Kids		2
Public Safety Training center		5
New City Hall/Police facility		11

Minutes/Edina City Council/April 5, 2003

What are the five (5) most important accomplishments of city government in Edina since 2000?

<u>Response</u>	<u>No.</u>
Analyzed Publics Works' Services	
Snow Plowing, Water System, etc.	
Conservative financial approach	
Starting to address traffic concerns including "Local Traffic Task Force"	2
Senior Center and Library	4
Collaborative capital improvements	
Park and Recreational improvements including Skate Park/YMCA	5
Vision is a living document	
Adoption of CIP	9
Interest in developing areas that may be lacking, i.e. sports facilities	
Grandview Square redevelopment	8
Participated in other studies: I-494/TH169; Dan Patch; Sector 5 - MT	
Edina Theater	
Country Club HPB zoning	
Roster	
Day to day public services outstanding	
S&P/Moody's AAA rating	7
Improved finances, even with levy limits	
First Star bank robbery response	
Top cops in USA	
Enterprise business planning process	
Completion of Centennial Lakes project	
Southdale Hospital expansion (established us as a regional medical center for SW)	3
Southdale shopping center revitalization	3
Completion of reappraisal program and PDS platform	
Continued staff training	
Adopted and implemented Public Works' "Career Development Program"	
Provided for a new severance plan - a buy out of 50% of unused sick leave	
Start up of new HR and payroll system	
Started an employee recognition program	
Updated the employee handbook	
Started a health care savings program	
Maintained "small town" feel	
Development of a public health emergency plan (bioterrorism)	
Maintained effective staffing	

What forces and factors will most influence Edina as a place and as an organization over the next three years?

<u>Response</u>	<u>No.</u>
Cuts in state payments combined with levy limits	5
Economic issues	7
Stock market and its effect on residents	

What forces and factors will most influence Edina as a place and as an organization over the next three years?

<u>Response</u>	<u>No.</u>
Interest/Pressure for consolidation of services	
Interrelationship with City of Minneapolis (strong Mpls helps Edina)	
State and Federal mandates without ability to fund	
Increasing health care costs	
Fundamental change in government finances/state relationship	
Increasing need to work cooperatively with other units of government	
Inflationary pressures on health care, energy, equipment	
Tax structure/policy	
PW's/Bus Garage	
Loss of key employees	
School District's referendum	
Balancing commercial/industrial with residential	
Hiring freeze	
Demographics: getting older; fixed incomes; who will do the community's work?	11
Infrastructure; increased demands on and aging	4
"High Maintenance" constituency	
Potential public safety issues; threat of terrorism	4
Housing: aging, affordability, options for elderly, options for young families	5
Regional focus of increasing housing density	
Emergence of more field sports - too much demand for the supply	
Fully developed city - lack of available real estate	3
Older workforce both external and internal	
Staff	
Mandated compliance with State/Fed agencies (EPA)	
Cost of redevelopment vs. lack of tools	
Affordability of Edina	
War	
Rising crime rate	
Public perception of government	2
Transportation challenges including traffic, transit, construction	14
Mixed messages (media versus science)	
Technology innovations	3
Increasing demand to increase medical campus at Southdale	
Our shrinking world	
Global issues, i.e. homeland security, immigration, changing majority vs. minority	
Increased demands for service	

What are the most important issues facing the City of Edina?

<u>Response</u>	<u>No.</u>
Employee compensation	2
Attracting and retaining the best staff	7
Responding to needs assessment survey in 2004	
Greater demand than available supply for field sports and quality of field turf	

Minutes/Edina City Council/April 5, 2003

What are the most important issues facing the City of Edina?	
<u>Response</u>	<u>No.</u>
Diversity	
Technological innovation	4
Criminal use of technology	
Bus garage/Public Works relocation	3
Redevelopment of commercial properties including bus garage, Cahill, Wooddale/Valley View	4
Land Use - France Avenue	
How do we provide the premier athletic/sports/cultural facilities the community wants?	8
Aging infrastructure, maintenance, costs, security	9
Aging population	3
Pedestrian safety (trail development/sidewalks)	2
Maintain service levels in changing/degrading economy	
Affordable housing, redevelopment, and stock	3
"Neighborhood" road reconstruction vs. cost of special assessments	
Cuts in State payments combined with levy limits	
Cable TV?	
Budget: school and city	4
How to improve financial position of Art Center/Arena/EB-CL/Golf Dome	
Financial planning (maintain AAA)	
Unfunded mandates	2
How do we work w/other cities hard hit by state cuts?	
Manpower vs. technology	2
Look for technological innovations and creatively use them to reach out to citizens	
City manager wage tied to % of Governor's salary	
Maintain service levels w/budgeting constraints	4
Increasing cost of health care insurance	
Keeping up with changing world environment in tech/science	
Increasing demands on infrastructure and facilities	
How do we deal w/rapidly changing environment - e.g. terrorism, economy, etc?	
Resident confidence	
Review current activities - what should stay, what should go	
How can we support School District and leverage their success?	
Departmental cooperation	
School and city relationships	
Human services provision	
Develop closer ties between council/school board	
Transportation needs	6
Keeping up with industry advances	
Communication services	

There being no further business, Mayor Maetzold declared the meeting adjourned at 11:55 a.m.

Debra A. Mangen, City Clerk